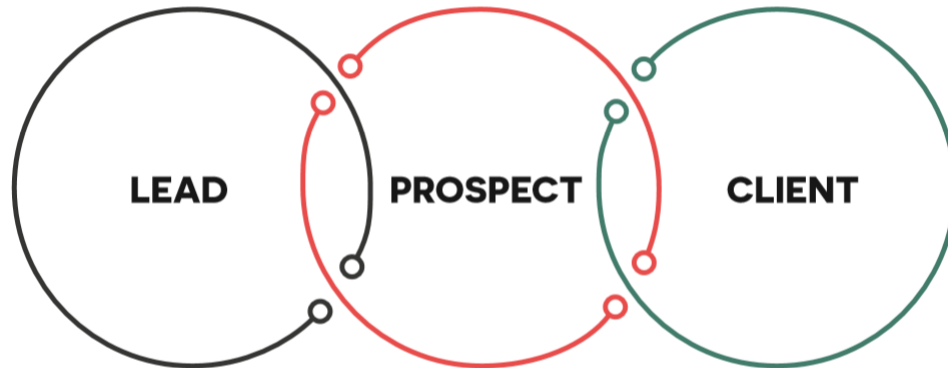


Lead - Prospect – Client



A **LEAD** is nothing more than a name and contact information for someone who is a possible future client. Often, a lead is referred to as a contact. Depending on the lead source, you might not even have a name, but if you have a way to contact and connect with someone, that is a lead. Many leads are dead ends that come to nothing.

A **PROSPECT** is a prospective client that is further along in the sales process than a lead. While many leads come to nothing, a prospect is a qualified and interested lead that has demonstrated (through interacting or communicating) that they are interested in making a buying or selling decision.

Additionally, a qualified prospect is someone that is ready, willing, and able to buy or sell real estate. Oftentimes, prospects want to buy or sell—they are more than willing—but, for one reason or another, they are currently unable to do so. “Ready, willing and able” is a phrase used in real estate to refer to a prospective client who is legally capable and financially able to consummate the deal. It is crucial to determine that a client is ready, willing, and able to actually make a sale.



- Is the prospect truly ready to buy or sell?
- Are they expressing doubts or raising objections?
- Is something preventing them from moving forward?



- Is the prospect eager, engaged, and excited?
- Is the prospect willing but under pressure or held back by an unwilling partner or spouse?
- Is there a clear expectation agreed to that they will take action?



- Does the prospect have funds to purchase?
- Are they prequalified or preapproved to obtain financing from a lender?
- Are they unable to buy or sell for any other financial or legal reason?

A **CLIENT** is an individual who has signed a contract to engage your services.

A successful Listing Presentation results with a signed Listing Agreement—a contract between the agent and the owner/seller of a property granting the agent the authority to act as the seller's representative in the sale of the property. Prospective buyers, on the other hand, might sign a Buyer Representation Agreement. This contract outlines the obligations of the agent and the responsibilities of the buyer. Crucially, this contract stipulates that the buyer may not retain the services of more than one agent to assist him or her.

GENERATE the LEAD. QUALIFY the PROSPECT. CONTRACT the CLIENT.